News Release

IMMEDIATE RELEASE

EDMONTON 2007
CULTURAL CAPITALE CAPITAL CULTURELLE of CANADA de CANADA

Keeping Edmonton Clean, family style

Capital City Clean Up registration launch

Edmonton, February 18, 2008 – Capital City Clean Up has officially launched early bird registration for Adopt A Block 2008.

Among the first to sign up were Councillors Linda Sloan and Don Iveson. "Capital City Clean Up allows Edmontonians to take pride in our city by taking care of it," said Sloan. "I'm ready to roll up my sleeves alongside the residents of Ward 1 and am excited to see our Capital City get cleaner."

Councillor Don Iveson added, "It doesn't take much to keep it green, clean and safe. It's as easy as being aware and following a few easy steps. Carry your litter with you until you find a garbage can. If you spot litter, take a few seconds to pick it up and finally, teach children not to litter by setting a good example."

In 2007, 723 residents signed up as Block Captains. With their volunteer teams they collected 12,826 bags of litter from Edmonton city blocks, roadways and river valley. The goal for 2008 is to have 825 block captains.

To sign up as a CCCU Residential or Business Block Captain, please visit www.edmonton.ca/capitalcitycleanup to fill out an online form or call 944-5470.

Capital City Clean Up 2008 supports EcoVision Edmonton ®, the City's response to today's environmental challenges.

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About Edmonton:

This is a city alive with energy and boundless opportunity - a growing economic powerhouse where business thrives and more than a million lives enjoy the freedom to explore, experiment, experience, excel and expect the most out of every day. A place like no other, Edmonton is filled with surprises great and small and a calendar packed with artistic, sporting, theatrical and cultural celebration.

For more information on Edmonton, please visit our website at: www.edmonton.ca.

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THE CITY OF Edmonton